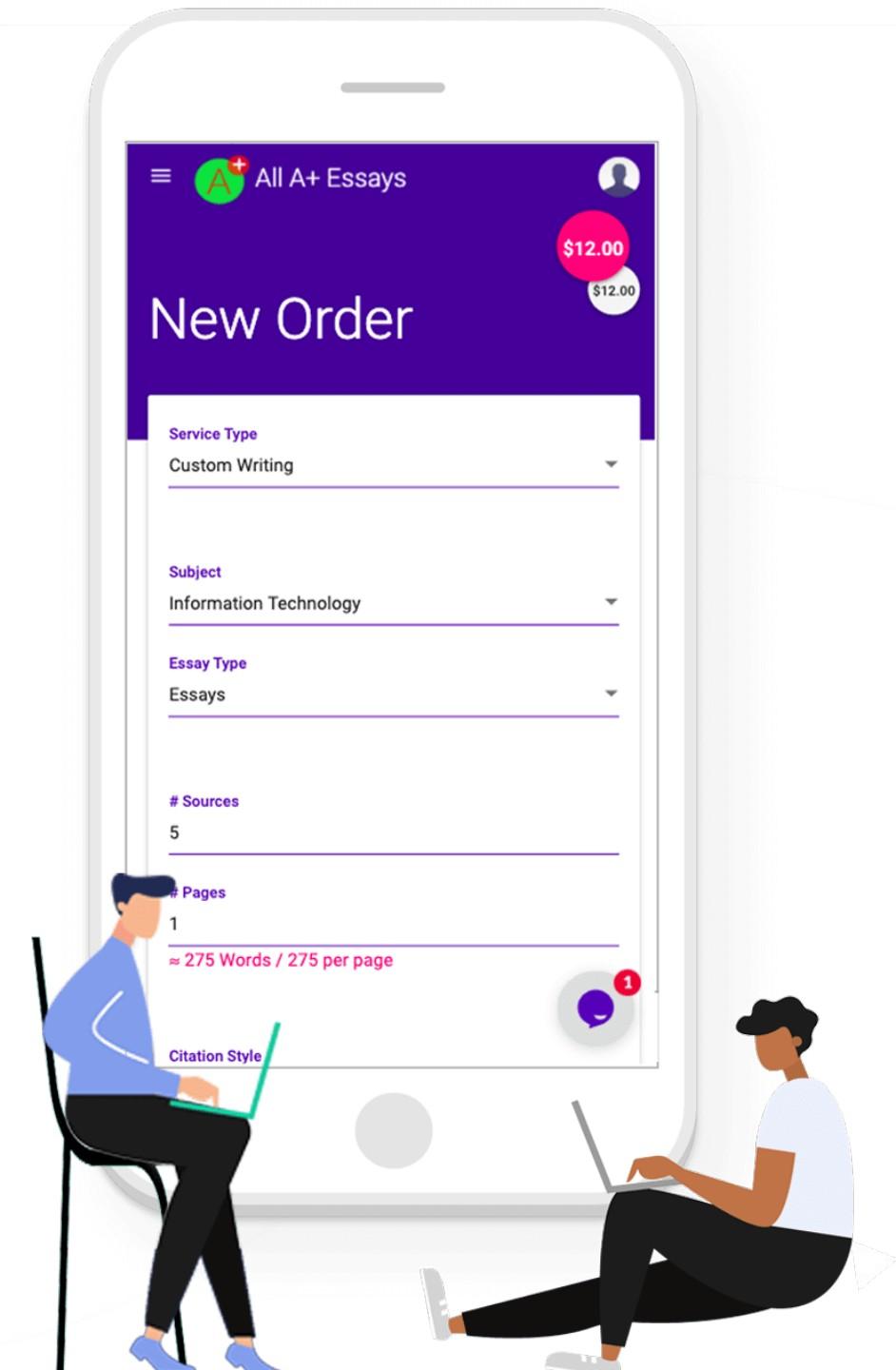


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Powerpoint

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Deliverable for Project 2In this assignment, you will research and identify articles/news stories that demonstrate how digital media has been used to influence individuals or organizations. Then you will create a presentation (using a presentation software such as PowerPoint) analyzing and





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interpreting how the messages within the digital media were used to guide decision-making. In other words, you will be looking for news stories that demonstrate how digital media has been used to influence individuals or organizations and then use the information from the story/stories you located





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to create your presentation. The main contents of the presentation will be taken from the articles/news stories that you have located. You will also use other literature to validate the contents of your presentation. Title Slide: Include your name, instructor's name, and presentation title.Length

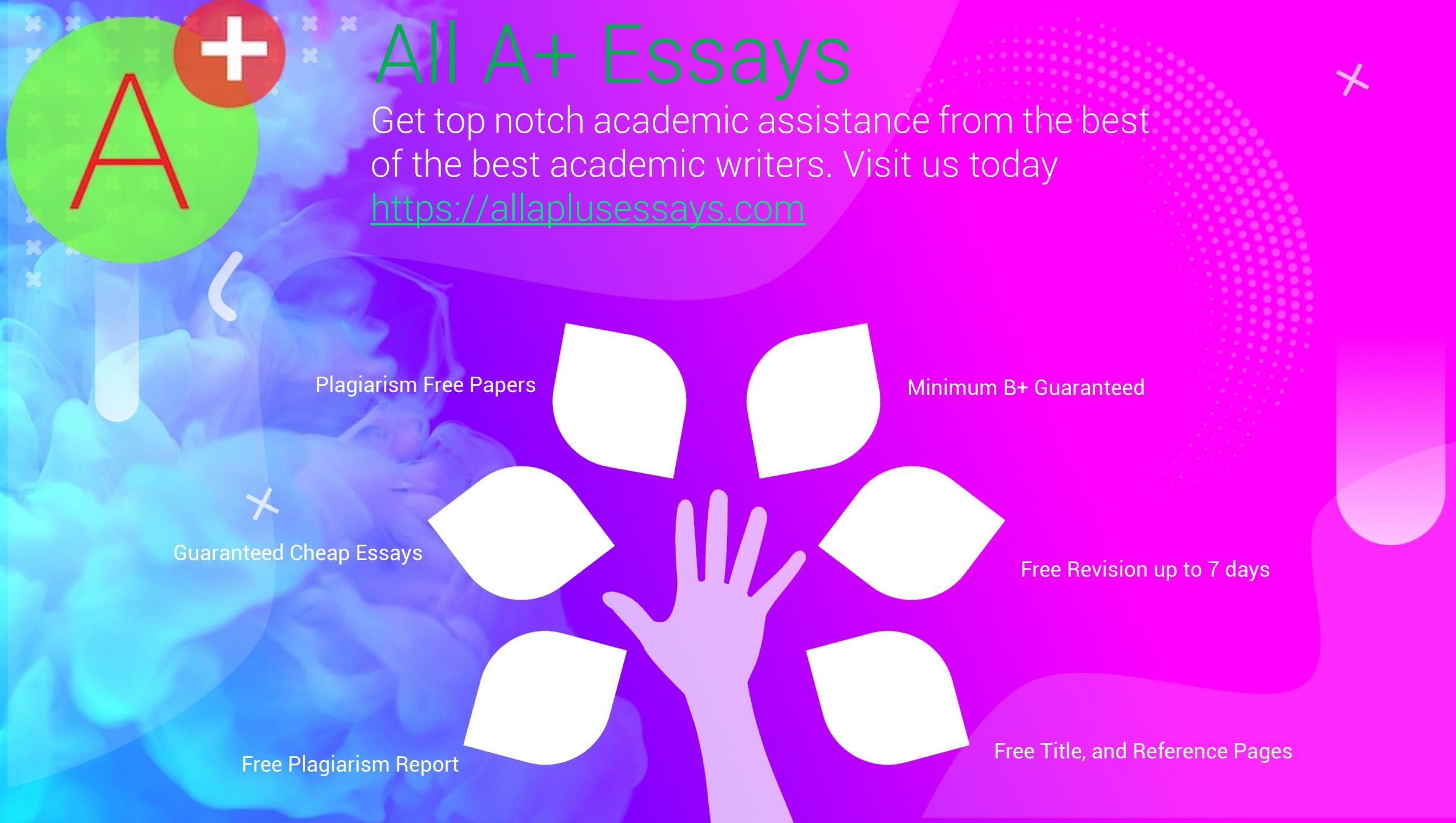




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Requirement: Minimum of 15 slides and a maximum of 20. Gradated penalty for too less or too many slides. This means that the more slides you are away from the 15-20 range, the more points will be deducted. The slide count excludes the title and reference slides.





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requirement of the project. Pictures and images should be used sparingly to avoid distraction from the main contents. Font Size: Use standard font like Times New Roman or Arial. Use 36-point font for title, 28-point font for main points, and 24-point font for secondary points. Footer: Include the





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slide number, title of your presentation, and your name in the footer (except on title slide). File Name: The document is saved using the correct protocol

(LastnameFirstinitial_Presentation) Background/Theme:

Appropriate for the presentation. Use creativity here, but your background color or design





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must not detract from the readability of the slides. A bad example would be using dark text against a dark background. Make sure the background and font colors are a good contrast.

Presentation Requirements

Contents: You MUST have slides with the following titles:

- Introduction and Synopsis of News





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Story (introduce the specific news story/stories). Introduction -- Provided thorough overview of news event or advertising campaign. Synopsis -- Complete overview of how digital media created influence and was used during event/campaign. Influence on or change to Organization and/or Individual (how





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Digital Media Guided Decision Making (how does digital media help individuals handle the decision making process, did they develop any alternatives, how did they arrive at making the decisions and implementing the solutions? Thorough analysis of the influence that digital media had on the targeted





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group or individual including reference to sources illustrating the influence. Conclusion and Analysis of Results of Change (What are your personal views on the topic? What do other sources have to say about this topic? Thorough conclusion drawn from the influence that digital media had on the





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targeted group or individual including reference to sources illustrating the influence. References Slide: Minimum of two professional / scholarly sources cited using APA formatting. Note: Please do not use unprofessional sources such as Wikipedia, About.com, Answers.com, Dictionary.com, How.com, or



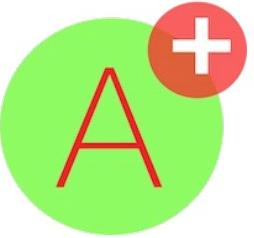


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anything remotely similar. Examples of scholarly sources include: our course content (e.g. Read & Watch resources), textbooks, journal articles, trade magazines, and conference proceedings. UMUC has a top-notch, extensive online library. You can find many scholarly sources there. Note: "Personal



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